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5/14 & 5/15/1985

Left attached.

Enclosed -
Banking &
Financial
Services.
The Next Decade
& Authorization

May 13, 1985

12.5.5
~~6.1.10~~
Label:
Field Sales
Mailings - Banks
5/15/85

Dear Mr.:

In 1984, the Banking and Finance Industry spent over \$4 billion on information services, INPUT has forecasted this area to continue growing through the end of the decade at an average rate of 23% annually.

We urge you to carefully review the enclosed document. It reveals an important strategic alternative available to _____.

Basically, the alternative is to cash in on your existing strength in information systems by entering the information services business.

INPUT is offering this prospectus for a Multiclient Study based on a high level of interest from our existing banking clients. You will receive valuable and detailed insights on the opportunity and how to participate in it.

As a sponsor you will also receive a detailed, one-day, executive briefing tailored to your specific needs.

Since the deadline for sponsorship in June, 1985, I will be calling you the week of May 13 to discuss your involvement. Thank you for your interest.

Sincerely,

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